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SOCIAL, HUMANITARIAN AND HUMAN RIGHTS QUESTIONS: CULTURAL DEVELOPMENT

Progress of the World Decade for Cultural Development during the period 1992-1993

Note by the Secretary-General

The Secretary-General has the honour to transmit to the Economic and Social Council and the General Assembly the report of the Director-General of the United Nations Educational, Scientific and Cultural Organization on the implementation of the World Decade for Cultural Development during 1992-1993, prepared in accordance with General Assembly resolution 46/157 and Economic and Social Council decision 1993/209.

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Annex

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UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

Examination of the mid-term summary evaluation report on the plan of action for the Decade called for under paragraph 3.C of United Nations resolution A/46/157 (forty-sixth session)

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INTRODUCTION

1. By General Assembly resolution 41/187 of 8 December 1986, the United Nations proclaimed the period 1988-1997 World Decade for Cultural Development, and entrusted its implementation to the United Nations and UNESCO.

2. The United Nations General Assembly further recommended (resolution 1/44/238, adopted on 22 December 1989 at its 44th session) that the Director-General of UNESCO conduct an evaluation at the mid-point of the World Decade for Cultural Development, in 1993, of the implementation of the Decade. This recommendation was repeated in resolution 1/45/189, adopted at the 45th session on 21 December 1990 when the General Assembly 'reaffirms its support for a mid-term review to assess the progress made in implementing the Plan of Action for the Decade and to make proposals to further strengthen activities in this area taking into account the changing circumstances and the new realities in the international community'.

3. In resolution A/46/157, adopted on 19 December 1991 at its 46th session, the General Assembly requested more particularly that the mid-term review be focused 'on preparing a provisional evaluation of the implementation of the Decade, reviewing some of its goals, selecting a more limited number of priorities and defining specific tasks for the second phase of the Decade'.

4. This resolution set out the ways this was to be done and requested the Director-General to undertake written consultations with Member States and international governmental and non-governmental organizations on the implementation of the Plan of Action for the World Decade for Cultural Development since its official launch on 21 January 1988. It invited him to undertake the preparation 'of a summary evaluation report based on the results of the written consultations' which would serve as 'the main working document for the mid-term review'.

5. In accordance with this resolution the Director-General of UNESCO has had written consultations with the Member States, the organizations of the United Nations system and international governmental and non-governmental organizations.

6. The distribution of replies is as follows: 41 Member States (11 in Africa, six in Latin America, two in the Arab region, six in Asia and the Pacific and 16 in Europe and North America), 12 organizations of the United Nations system including three Regional Commissions, four intergovernmental organizations and 28 non-governmental organizations.

7. This reply rate may be considered low when compared with the total number of Member States but more respectable by comparison with other UNESCO consultations of Member States.

8. However, although some of the replies were very full and although some convergence is apparent in the appraisal of results, the number of replies to the questionnaire seemed insufficient in quantity and content to claim that definitive conclusions could be drawn reflecting major trends of opinion in the international community.

9. For this reason the report requested also takes account of the work of the Intergovernmental Committees of the World Decade for Cultural Development, the Committee Bureaux, the inter-agency and intersectoral committees and also the discussion at the twenty-seventh session of the General Conference at both plenary and commission levels.

10. The large number and richness of the statements concerning the World Decade for Cultural Development and the World Commission on Culture and Development during the twenty-seventh session of the General Conference show the interest aroused by the Decade's objectives and Plan of Action among Member States.

11. The results of the evaluation made by the Decade secretariat in 1993 based on replies to the questionnaires sent to all project initiators were also taken into account.

12. Out of the five Regional Commissions invited, in paragraph 4 of United Nations General Assembly resolution 45/189 of 21 December 1990, to carry out an evaluation of 'the cultural factors influencing the development of the cultural sector as a potential creator of jobs and generator of income' only the Economic Commission for Africa produced the study requested.

13. This report makes no claim to draw from these various contributions - valuable though they are - definitive conclusions accurately reflecting the state of mind of the international community. Rather it seeks to evaluate the path that has been followed and the obstacles encountered, in order to prepare conditions to give new vigour to the Decade's Plan of Action. It also hopes to constitute a source of guidance and proposal enabling the implementation of activities for the second phase of the Decade to be routed along practical paths, based on lessons that may be drawn from the first in a spirit of constructive criticism.

14. Indeed, on close and frank study of the replies to the consultation and of the various contributions reaching the secretariat, a fair judgement is that, though much has been done since the launch of the Decade, the results obtained have not always been on the same scale as the objectives that the international community had set itself.

15. The first part of the paper therefore endeavours to measure the scale and diversity of the initiatives taken in implementation of the Decade. This is followed by a critical evaluation of the results obtained which should make it possible to define policy goals and proposals for future action.

I. REVIEW OF THE FIRST PHASE OF THE DECADE (1988-1993)

16. This first part of the review attempts to measure the scale of the movement made by the international community to promote the Decade and as a result of which hundreds of projects have been carried out or are in progress.

1. Statistical review

17. For this Decade the Participation Programme is the biggest source of direct financial help for projects from UNESCO. UNESCO's ordinary budget is used more to finance major projects and promotion actions. In all, 839 of the 1,268 projects submitted were awarded the Decade label. A list of these projects, 197 of which received UNESCO financial assistance totalling US $2,142,150, is given in information document CLT-94/CONF.202/INF.8. The purpose of that paper is not to describe the projects implemented in detail, for which reference should be made to the reports prepared for the biennial reviews on the occasion of each session of the Intergovernmental Committee.

18. The statistical tables below provide some chronological and geographical data on Decade projects.

1989-1993 - Decade activities

Region	Total projects	Projects to which the Decade label was awarded	Projects awarded both label and financial aid (US dollars)
AFR	292	151	35 (390,750)
ARB	74	57	22 (296,000)
APA	199	111	36 (424,100)
E1	369	279	50 (457,500)
E2	129	102	15 (166,000)
LAC	205	139	39 (407,800)
TOTAL	1,268	839	197 (2,142,150)

Year	Projects submitted to the Secretariat	Projects to which the Decade label was awarded	Projects awarded both label and financial aid (US dollars)
1989	293	230	21 (142,700)
1990-1991	455	321	97 (1,043,400)
1992-1993	520	288	79 (956,050)
TOTAL	1,268	839	197 (2,142,150)

19. The 197 projects awarded financial aid were submitted by 80 Member States, four intergovernmental organizations and 13 non-governmental organizations. The other projects awarded the Decade label but no financial aid were submitted by 90 Member States, seven intergovernmental organizations and 20 non-governmental organizations. The award of the label to projects meeting the Decade criteria is important because it may often open the door to partnerships, in particular for the financing of projects.

20. These figures also reveal unequal participation across the international community - and by Member States in particular - in Decade activities.

2. Diversity and richness of the activities

21. The appeal launched by the United Nations for a World Development Decade was well received by Member States, IGOs, NGOs and the organizations in the United Nations system. Although they mainly concerned Objectives 2, 3 and 4, the launch ceremonies were the

occasion of a profusion of events which helped to make populations aware of the subjects of the Decade. In Africa and Asia in particular, numerous festivals, symposia, concerts, stage performances and exhibitions were held to mark the opening of the Decade.

22. Between 1989, the first year when projects really began to be implemented, and 1993 the number of persons throughout the world concerned to varying degrees and in varying ways in the activities falling within the framework of the Decade may be put at several hundred thousand.

23. The fact is that each Decade activity, whether it be seminar, theatre or cinema show, collective cultural event, book distribution or field project concerning women, young people or a dimension of development has a chain-reaction effect in awakening the awareness of the population.

24. Small and large projects complement each other in this process. The former, produced by small communities, offer a concrete and everyday-life approach to the Decade's subjects by practical participation in the activities. The latter lend national, regional and international visibility to the Plan of Action by acting as relays for small-scale local initiatives.

25. The following examples illustrate the impressive diversity of the subjects addressed and the great breadth of cultural creation stimulated by the Decade and they also show how rich are the activities under the various headings.

26. *The environment*: 'Nature and Society' (Australia); 'Cultural Roots and the Environment' (Belgium); 'Traditional Ecological Knowledge Management Systems' (Canada); 'Culture, Environment, Development' (Indonesia); 'Environmental Education' (Salvador); 'Study Seminar on the Ecosystem of the Tropical Forest' (Viet Nam).

27. *Crafts*: 'Organization of a cottage-industry village' (Burkina Faso); *The role of women*: 'Women's Development in Rural Societies' (Egypt); *Children*: 'Children's Cultural Development and Environmental Development Programme in Zambesi Valley' (Zimbabwe); *Tourism*: 'Leisure, Tourism and Environment' (World Leisure and Recreation Association); 'International conference on tourism and culture' (Indonesia); programme of case-studies on tourism, culture and environment (Asian region); *pluridisciplinary*: 'Vaka Moana' (Pacific region); 'The Slave Route' (Benin).

28. Objectives 2, 3 and 4 gave rise to many projects stimulating cultural creation and creativity but also making possible a better understanding of Objective 1 to whose achievement they indirectly contribute.

29. In that connection it is important to remember that the requirement for the cultural dimension to be taken into account is not confined to the economic or technological aspects of the process but extends to the socio-political evolution of societies as well. Account therefore has to be taken of the contribution made to the Decade by the many projects concerning the problems of multicultural societies and the interaction between culture, human rights and democracy, subjects that are particularly prominent in the Europe region.

30. *Assertion of cultural identity*: 'Acadian world congress' (Canada); 'Isiakh-yakut, National Ritual and Ceremonial Festival' (Russian Federation); 'CARIBART' (Netherlands Antilles); 'Revival of Traditional Cambodian Silk Weaving' (Cambodia); 'Sudan Women's Compilation of Ornamental Embroidery' (Sudan); 'Establishment of the Mongol Script Centre' (Mongolia).

31. *More participation in cultural life*: 'Introduction of the model of cultural promotion for children and adolescents' (Cuba); 'Cinemagic, cinematographical education of young people' (Canada); 'Art and poetry in Geneva, workshops for the disadvantaged' (Switzerland); 'Festival of street theatre at Arkhangelsk' (Russian Federation); 'Cultural impact of media audio-visual media policies' (Austria); 'Art in hospitals' (Germany).

32. *Promotion of international cultural co-operation*: 'The Roads of Faith' (Morocco), 'The Blue Danube' (Bulgaria and the Danube countries), 'The Iron Route' (Mozambique), and the other major intercultural projects such as 'The Silk Roads', 'The Maya World', 'The Baroque World', 'The contribution of the Arab culture via Spain to the Latin-American civilization' (Algeria).

33. Other activities help to implement two or three objectives at once, via the following subjects.

34. *Training*: 'Training and copyright' (Nigeria); 'Training of guides for museums and archaeological sites in order to increase and improve cultural services to the public' (El Salvador); 'Chaospilot' (Denmark).

35. *Cultural interpretation*: 'Resuscitation of the open air village museum' (Tanzania); 'Reorganization of the Egyptian national museum' (Egypt); 'Eco-museum of lower Casamance' (Senegal).

36. *Information and the dissemination of cultural data*: 'Interregional cultural observatory' (Venezuela); 'Multimedia library on socio-cultural development for the use of mother and child' (Benin); 'Establishment of a data bank and an exchange system for information and cultural documentation' (ICA); 'Multi-purpose Regional Cultural Centre' (Lebanon); 'European Cultural Information System and Data Base' (Hungary); 'Culturelink, information bulletin of networks for research and co-operation in cultural development' (Croatia).

37. *The cultural heritage*: 'Man and his heritage, travelling exhibition in Flanders' (Belgium); 'Culture and Tourism, Preservation and Presentation of Cultural Heritage' (Japan).

38. The Decade has also - particularly during the last two years - launched a number of major projects designed to give it the world visibility that it has not so far secured. This relates, in particular, to the following.

the World Commission on Culture and Development chaired by the last Secretary-General of the United Nations, Mr Javier Pérez de Cuéllar, whose task is to produce a World Report on Culture and Development;

the identification of interactions between culture and development, which is central to the Decade, and has been the subject of regional seminars in Denpasar (Indonesia), December 1991; Abidjan (Côte d'Ivoire), November 1992; Delhi (India), April 1993; Hanoi (Viet Nam), June 1993; and Zagreb (Croatia), October 1993. The outcome of several years work, the publication of *'Dimension culturelle du développement, vers une approche pratique'* will be a major asset for the preparation and mounting of concrete activities under Objective No. 1;

the major intercultural projects whose purpose is to promote dialogue between cultures and some of which are mentioned above;

49. Several European countries have joined forces to carry out the 'Art in the hospital', 'Culture at the urban district level' and 'School culture in the 90s' projects.

50. Other initiatives have led to the birth of wider partnerships spanning several regions or continents: 'Art nouveau', 'Films as part of the cultural heritage', 'Baltic art', 'The people's habitat', 'The Baroque World', 'The Silk Roads', 'The Maya World' and 'The Meeting of Two Worlds'.

51. There have been numerous and valuable activities designed to *create public awareness* of the Decade.

52. Initiatives in the Arab world have consisted of meetings on the Decade and its implementation and the publishing of brochures.

53. In Latin America, information on the Decade has been channelled through various communication media and the Decade has been popularized by meetings on the financing of culture, cultural legislation, the status of artists, cultural industries, cultural decentralization and the cultural heritage.

54. In Asia, brochures and books have been published and fora, poster competitions, a seminar on nomadism and development, and exhibitions of contemporary and classical art have been organized.

55. In Europe a brochure has been brought out explaining the four main objectives of the Decade and so has a practical guide on the Decade translated into Portuguese, German and Finnish. Posters have been displayed, folders printed and events organized on the occasion of the World Day for Cultural Development.

56. This was celebrated in 1992 by a concert at the Paris headquarters and also by many Member States. An international symposium was held at Bogor in Indonesia, for example.

57. The information bulletin 'Culture Plus' and circular letters to the Intergovernmental Committee were used to pass on information about projects in progress in all the regions of the world.

58. Interdisciplinary projects have been launched on the combined initiative of several *UNESCO sectors*. Examples are 'Environment, education and information for human development in Asia' with the Education Sector, 'Vaka Moana' - the world of the Pacific ocean with the Natural Sciences Sector, 'Itinerant college on cultural development' in Africa and 'Latin America - Caribbean 2000' with the Culture Sector, 'Memory of the World' and the 'Bibliotheca Alexandria' with the Communication, Information and Informatics Sector and 'Urban rehabilitation' with the Social and Human Sciences Sector.

59. *Various United Nations agencies* have taken part in several projects including the Abidjan seminar (1992) on the cultural dimension of development (World Bank, UNICEF), the production of an information file on 'Culture, education, work' for the World Day for Cultural Development, 1993 (International Labour Organisation), the organization of a 'Culture and development' conference with the World Bank in Washington and the holding of a World Day on the Decade in New York organized by the United Nations Department of Public Information (1991).

the large-scale projects already launched or under preparation on tourism, culture, development, cultural industries and cultural pluralism;

designation of a World Day for Cultural Development with the participation of the United Nations agencies to promote the Decade by selecting a special theme for each year: Culture, education and work (1993), Culture and development (1994), Culture and agriculture (1995), Culture and health (1996), and Culture and technology (1997). This World Day for Cultural Development should be an occasion for the international community to rally to events designed to promote the Decade internationally. The big regional conferences at Bogor (Indonesia) in 1992 and Oaxaca (Mexico) in 1993 were positive in this respect.

3. Review of the implementation process

39. The process was put into effect by setting up Decade Committees in a large number of countries and forming partnerships of the most varied kind through which it was possible to mount numerous joint and awareness-creating actions with the participation of many NGOs as well as Member States and United Nations agencies. For the review to be complete, a brief outline of this process is necessary.

40. Since 1987, 76 National Committees for the Decade have been set up in all the regions. Some were founded only recently and they have not always performed the role of co-ordination, stimulation and guidance of activities that was expected of them, frequently because of the lack of interdisciplinarity.

41. Thus the projects initiated have often been more cultural in nature than really intersectoral and have only rarely been part of the framework of a national plan of action for the Decade.

42. However, thanks to new partnerships formed at national level, it has been possible to put innovative and original activities into effect.

43. The Decade also provided a framework for merging together many activities undertaken outside the Decade but pursuing the same aims.

44. The implementation of the plan of action has given rise to a significant number of *joint activities* with other countries and organizations at regional, subregional and interregional level.

45. First and foremost these were meetings - seminars and colloquia at regional level and research programmes on common subjects and in particular the relations between culture and development.

46. In Africa some ambitious regional projects on the culture of maintenance and understanding the place of the cultural dimension in development were initiated.

47. In the Arab region, a regional study by ALECSO on socio-economic policies and the plan for a study on relations between 'Man, the environment and culture' are evidence of the interest of the States in the region in actions reaching beyond national boundaries.

48. In Asia-Pacific, subregional projects on cultural tourism and 'Vaka Moana' - The Ocean World - (Pacific) have enabled firm relations to be built up among the actors.

60. *Many United Nations agencies* have set up projects with a cultural dimension in the framework of their own programmes. The United Nations Environment Programme (UNEP) refers to projects related to research on the built environment, i.e. the habitat, and the United Nations Population Fund (UNFPA) to case-studies designed to help in the preparation of education programmes in Yemen and Bangladesh and research on the acceptability of birth control methods in Viet Nam, Uruguay and several countries in sub-Saharan Africa. Other activities include support for women's participation in social and economic activities and the organization of an international poster competition on the theme 'The population and our world' in which 40,000 young people took part.

61. The United Nations Centre for Human Settlements (HABITAT) has conducted activities which include the cultural dimension, e.g. the rehabilitation and renovation of traditional houses and historic town centres, the repair of poor quality housing and support for the use of traditional building materials and methods.

62. FAO has launched actions falling within the framework of the Decade. Some were directed towards rural populations with the object of reconciling technical modernization with customs and traditions. Others concerned the pastoral culture of the Andean populations, the dissemination of know-how in the agricultural production field, the provision of assistance to specialized research and training centres, as in India for example, and help in the development of agricultural extension systems. A world conference was held on this subject in Rome in 1989 and FAO then approved two plans of action: one to promote the integration of women in development and the other to encourage the population's participation in rural development.

63. The United Nations University is to launch *a programme on culture and development* whose object is to set up a network of universities and institutions by holding meetings and producing research studies on the subject. Partnerships have been formed, in Asia in particular, with the town of Fukuoka in Japan and an Indonesian foundation with whose help a forum has been organized on the theme 'Culture, development and democracy: the role of intellectuals in Indonesia'.

64. The *NGOs* and local communities responded positively to the United Nations call for a World Decade for Cultural Development and made commendable efforts to ensure local populations became aware of the event. Joint activities included two books published jointly by 21 Catholic NGOs.

65. Several NGOs took various steps to stimulate participation in the Decade by publishing books on particular questions connected with the first objective of the Decade, producing films, organizing theatre shows as an aid to training and communication, particularly in the disadvantaged areas, and study and training workshops designed to heighten and improve the aptitudes for work and socialization of girls and women. Some NGOs, placing themselves in the dynamic of current socio-economic change and that of the construction of a united Europe for example, have taken initiatives with emphasis on intercultural thought and action, the dialogue between culture and religion, respect for human rights with a view to the establishment of real democracy, the development of the critical sense, the wider practice of solidarity at the material, intellectual and spiritual levels and the participation of young people and women's NGOs in development in new contexts.

II. EVALUATION OF RESULTS

66. An exhaustive assessment on the basis of the review outlined above is difficult because of the wide range of objectives and the general nature of the concepts determining the definition of the Decade. In particular how can a precise dividing line be drawn between projects undertaken because of the Decade and those that would have been proceeded with in any case, Decade or no Decade?

67. For example, one of the Member States consulted stated in its reply: 'The impact of the Decade is surely positive but difficult to measure because the concept of cultural development has a very wide frame of reference in which many elements of our national policy are embodied'. Another feels that 'objectivity compels us to admit that the activities carried out under the name of the Decade would probably have been carried out in the same way without it. The point is that the key objective of the Decade, namely taking the cultural dimension in development into account, is unquestionably making progress in our country. This is particularly tangible in the media, in the milieux concerned and, more and more, in the public mind. Though the Decade may not have been the only vector of this evolution it has played and will go on playing a significant role in terms of the international dimension it lends to the work being done'.

68. The Decade was intended, above all, as a way of creating awareness and stimulating action and, on that score some very positive results have been achieved. It would be wrong, though, to let that fact mask a number of inadequacies and a certain feeling of dissatisfaction, that stand out clearly on reading Member States' replies.

1. Gains made

69. *Awareness* that the main cause of failure of plans or programmes for the development of the South and the 'mal-development' of the North should not be sought solely in economic parameters but also in the inability to take the cultural context into account has made detectable progress.

70. Through the 'Decade activities', the idea that cultural development is as important as economic development and that cultural parameters are essential for assessing the welfare of populations has gained ground.

71. Many more traditional cultural activities corresponding to Objectives 2, 3 and 4 have brought about a cultural enrichment and a wider participation by populations in cultural life and international cultural co-operation. Through these actions, many of them initiated by local communities, the objectives of the Decade have been popularized among women, the young, educational and school milieux, minority human groups and those habitually marginalized in cultural activities. The large-scale intercultural projects have played an important part in the dissemination of the values of intercultural dialogue and co-operation between different peoples, which is a necessary condition for economic co-operation.

72. With the help of these activities, links of regional, subregional and international co-operation have been forged which will facilitate other joint action in the future. Partnerships between public and private institutions, ministries, NGOs and enterprises, formed during the preparation of projects or in the Decade Committees have helped to get actors to work together who had no inclination to do so. Ministers and other actors in various disciplines have co-operated on the occasion of 'Decade actions' and thus broken through the dividing walls

that are often an obstacle to the understanding of certain problems in their interdisciplinary fullness.

73. The fact that representatives from over 120 Member States spoke on the subject at the twenty-seventh session of the General Conference indicates that, thanks to the 'Decade projects', the awareness that sees an image of a vast, joint enterprise designed to give culture back its rightful place in the development process has advanced during the last five years. This is possibly the principal gain from the half decade.

2. Inadequacies

74. The main weakness of this first half of the Decade is the difficulties the partners had in translating into fact, via concrete projects, objectives which they considered to be useful and relevant. This is particularly true of the first objective.

75. An analysis of activities carried out in the framework of the Decade shows that too few of them relate to its first objective, which calls for greater awareness of the cultural dimension of development. In this sense there is a mismatch between the priority given to the first objective of the Decade and time and time again confirmed by Member States and the real priority which Member States have revealed through their choice of projects.

76. The degree to which Decade partners and Member States in particular have been aroused to action has not equalled the force of the intentions expressed at the outset. Admittedly a large number of Decade Committees were set up but they experienced difficulty in co-ordinating the various sectors of activity involved in the development process (agriculture, health, urban planning, etc.) effectively enough and persuading NGOs, basic communities, universities, research institutes, foundations and public and private enterprises to join in.

77. So the approach to the Decade continued to be purely cultural to too great an extent whereas it should have been more global and interdisciplinary. The difficulties the Decade Committees often met with in their efforts to unite strengths and resources through the partitions that in most cases divide a country's ministries were definitely underestimated when the Decade was being devised.

78. The result was a dilution effect, weakening the impact of 'Decade activities' particularly among decision and policy-makers: engineers, technicians and specialists.

79. Another finding is that, apart from UNESCO, which had a specific mission in the scheme, and the World Bank for a number of actions in Africa, the various agencies of the United Nations system did not really take part in the process whereas the Decade could have been an occasion for initiating operational projects and putting them into effect jointly, in the field, taking a certain number of cultural parameters into account. It is significant, as has often been pointed out, that there were practically no references to the concept of the cultural dimension of development when the Fourth United Nations Development Decade was adopted. The lack of harmony between the objectives of the two Decades was not conducive to the mobilization of the United Nations agencies.

80. A further difficulty is the lack of clarification and explanation of the complementarity of the concepts of sustainable development, human development and cultural development.

81. The United Nations Regional Commissions too, whose role of relay and stimulation is vital, reacted weakly as regards promoting the Decade and have not so far formulated any proposals for concrete action.

3. Some explanations

82. A clear understanding of the reasons for the above shortcomings is essential if the second phase of the Decade is to be approached in the optimum conditions.

83. From the very start difficulties had arisen in implementing the Plan of Action because the complexity of the message and the scale of resources needed had been underestimated.

84. A comparison with other international decades whose straightforward message can be represented in most cases by a photograph, a short text and a few figures - whether it be programmes for women, literacy or anti-hunger campaigns - shows that this is not true of the cultural dimension of development, for which to-the-point explanations and demonstrations are required.

85. The explanations must also take into account the fact that the perception of what is at stake differs from culture to culture. What is more, the translation of the idea into other languages has sometimes given rise to misunderstandings on the meaning of the Decade which it has taken months to dispel.

86. Thus a certain shortfall in explanation and understanding on the part of the Member States created some confusion between cultural development and the cultural dimension of development, as a result of which projects concentrated on traditional cultural activities. A preparatory phase of two additional years to organize meetings and seminars on the aims of the Decade would have enabled projects dealing with the first objective to be launched from the outset.

87. It would also seem that the resources - and financial resources in particular - made available for the Decade were not on a par with the ambitions of the Decade. The object was to influence development models and strategies by incorporating the cultural dimension but it has to be recognized that the low amounts contributed by Member States and private institutions did little to boost the necessarily limited resources made available to the Decade by UNESCO.

88. Some difficulties are no doubt bound up with the momentous political and ideological changes that have emerged on the international scene since 1989 and with the economic crisis and recession that affected all the regions of the world towards the end of the 1980s. From that angle the objectives of the Decade might be seen as marginal or even unnecessary compared with the severity of the question raised by gravely critical situations.

89. At the same time the daunting political upheavals that began in 1989 and had repercussions throughout the world changed the perception of the relations between culture and development in many Member States. Cultural creation on the one hand and development on the other suddenly took on a different meaning while questions linked with cultural identity in pluri-ethnic communities took foremost position in everyone's preoccupations. The new geopolitical configuration, the quickening globalization of the economy and communications in an increasingly open world raise the question of culture and the integration of that dimension in development in new terms forcing many actors into deep rethinking and a change of direction in policy.

III. POLICY GOALS, STRATEGY AND PROSPECTS

90. On the basis of the above review and the evaluation of the first part of the Decade, policy directions and strategy can be updated and perspectives outlined for the second half of the programme.

1. Policy goals

91. Arising out of the recognition in the early eighties of the inadequacies of development models so far proposed and their over- 'economistic' approach, the Decade was, at that time, an original approach of interest to both developing and industrialized countries: the truth is that the problems of 'mal-development' will only find real solutions in a global strategy in which the actors of the international community are all involved together.

92. Following the concepts of social development, then sustainable development, centred on the problems of the environment and the protection of natural resources, come those of 'human development' and the 'cultural dimension of development', the essential complement to the model that the United Nations can propose for humanity to go into the third millennium in the best possible conditions.

93. The object of the Decade is to change the model of economic development which, because of the accelerating globalization of the economy, is gradually imposing itself on all States on the planet with no consideration for cultural context and disregarding the wealth of human resources acquired over thousands of years of civilization. The problem is with us now and it is not by accident that the initiators of the Decade wanted to propose the theme of the cultural dimension as a subject for thought and action at this end of the twentieth century. The urgent need, therefore, is for better understanding and more action.

94. A deeper understanding of the objectives of the Decade and greater mobilization of the international community around concrete actions and large-scale projects are the keys to a revival of the Decade in the years to come.

2. Strategy

95. All the objectives set at the time the Decade was launched are still valid and complementary. The effective incorporation of the cultural dimension in development projects will only be possible if the culture concerned is alive and shared and if it constitutes a pole of dynamic activities. If this is so, what has to be done is to correct the disequilibrium between the objectives by redirecting the activities so that they respond more accurately to the Decade's first objective.

96. In the framework of this clearly stated objective a number of themes need to be selected that are capable of giving rise to large-scale interdisciplinary projects enabling efforts and resources to be better concentrated and producing a greater impact on both public and decision-makers. The replies to the questionnaires and the discussions at the twenty-seventh session of the General Conference point to convergence on three main themes:

culture, tourism, development,

cultural industries in the developing countries, and

intercultural dialogue and development in the framework of pluralist societies.

97. The other most frequently mentioned subjects are: 'Culture, environment and development', 'Culture, science, technology and development' and 'Culture, democracy and development'.

98. Lastly, projects will be encouraged dealing with links between culture and the other sectors of development: health, agriculture, industry, urban planning, information, etc.

99. This selection of subjects for large-scale interdisciplinary projects needs to be accompanied by the mobilization of the partners so that they are translated into concrete activities.

100. Within the United Nations system, UNESCO cannot act alone. It is true that it must improve its performance of the role of stimulation and co-ordination that it plays via the different bodies set in place for the Decade. The recommendations made by the ten formal and informal meetings of the Bureau of the Intergovernmental Committee and the resolutions passed at the three regular sessions and the extraordinary session of the Intergovernmental Committee of the Decade have been particularly helpful for showing the way to go, correcting the strategy, proposing solutions for problems connected with implementing the Decade. However, there is no doubt that the conduct of joint projects requires more active participation by the other agencies; it would seem that the United Nations General Assembly and ECOSOC could formulate some useful recommendations in this direction.

101. The responsibility of the Member States and the National Commissions for UNESCO is also essential. This can be exercised through the many National Committees for the Decade which could make efforts to bring together the main partners in development to discuss specific subjects. The NGOs should also play an active role in associating civil society with the Decade and setting up information and co-operation networks.

102. It is clear from the above that the updated strategy will need to place the accent on concentrating action on the first objective: the homogeneity and visibility of actions, the widening of partnerships and a deeper commitment in the implementation of the Plan of Action by Member States and United Nations agencies.

3. Prospects

103. On the basis of the chosen strategic priorities, perspectives for the future of the Decade can be outlined in the form of concrete tasks to be performed and proposals to help the partners revive the Decade.

104. Among current activities mention should first be made of two key projects that will constitute major Decade achievements:

(a) The World Commission on Culture and Development

The work of the World Commission on Culture and Development will enable a *World Report on Culture and Development* to be produced based on regional consultation and in-depth thought. This report will embody the most varied information and data on the question and be aimed at the framing of policies in the culture and development field. It will be submitted to the UNESCO General Conference and the United Nations General Assembly in 1995. It could have a considerable impact on policies at the intergovernmental level.

(b) Methodology for taking the cultural dimension of development into account

UNESCO, which has already brought out a summary of experience in the field, will produce a manual designed to make it easier to integrate cultural factors in development projects and strategies and a practical guide for the use of those responsible for project implementation. These publications will enable UNESCO to respond, in terms of action methods, to all partners wishing to take effective account of the cultural dimension in economic and social planning and implementation by stimulating the participation of groups that stand to benefit at local level. They will also enable a cultural impact analysis to be produced for each United Nations system technical co-operation project.

(c) Culture and tourism programme

The promotion of a form of cultural tourism which is of benefit to local communities, respects cultural identities and protects and enriches the cultural heritage is an objective to which UNESCO hopes to contribute through debate, studies and action in the field. In practical terms, UNESCO is undertaking a study of the impact of the major campaigns for safeguarding the cultural heritage (Egypt, Borobodur, etc.) on the development of tourism and on economic and social development in the countries concerned.

The study on 'The flow of tourists through the art cities of the world', conducted in association with the University of Venice, the 'South-tourism' project and the regional projects in Asia and the Arab region are also part of this programme.

The implementation of the programme should be accompanied by an impact evaluation. Those who wish to develop their tourism and/or are apprehensive about some of its effects will thus be provided with data and information for analysis and discussion and can accordingly take the appropriate policy decisions favouring sustainable tourism which also shows greater concern for the human aspects.

(d) Culture and crafts programme

Through this programme, UNESCO wishes to highlight the cultural and socio-economic aspects of craft production.

The programme seeks to promote the following: the production of high-quality craft products which meet the needs of the population and the demands of a foreign clientele; the training of young craftspersons; the promotion and recognition of the creativity of craftspersons, particularly women; the dissemination of skills aimed at revitalizing a cultural heritage through the production of objects of artistic value.

Training and refresher courses for indigenous craftspersons in the field of management and marketing are also planned in several South American countries, in particular under the 'Latin America-Caribbean 2000' project.

The continuation of the Ten-Year Plan of Action for the Development of Crafts in the World, launched in 1990, is one of the main actions under this programme.

(e) Culture and habitat programme

The purpose of this programme is to encourage people to take account of the cultural dimension of the habitat as a development sector. As in the project 'Global development in the

new societies' launched by Egypt, the aim is to promote the building of houses which are adapted to the climate, designed in a traditional architectural style and constructed with local materials, so as to enable the local populations to acquire skills in the construction and maintenance of their habitat, while rediscovering their own architectural traditions, which are often rich, ingenious and economical. In other words, the aim is to promote endogenous development based on one of the most fundamental cultural features of people's lives. Training young people in traditional building techniques is also part of this programme.

105. The major intercultural projects, most of them already launched, will of course be completed, but the accent during the second phase of the Decade will be laid on the concept of intercultural dialogue as a foundation for international co-operative relations and the creation of development-favouring synergies.

106. Large-scale interdisciplinary and 'inter-agency' projects will be begun or continued in the second part of the Decade. Necessarily few in number, they will illustrate the problems of the Decade in the field and in the facts by involving United Nations agencies and the most varied partners in their implementation. In addition to the subjects already chosen themes like 'Culture and health', 'Culture and urban development', 'Culture and technology' and 'Culture and agricultural development' will lend themselves particularly well to the treatment of such projects.

107. Past experience could be turned to account through exchanges of information obtained by setting up a network of the Decade actors at regional and interregional level among all the partners in the Decade. The presence of actors in the field and project initiators in local communities would be particularly desirable in this network.

108. The institution of this mechanism for the exchange of experience and information on Decade activities would make it easier to put interdisciplinary projects into effect at regional and interregional level and to form new partnerships. Promotion activities centred on the annual celebration of the World Day for Cultural Development and the annual themes of the Decade should facilitate co-operation with those United Nations agencies having the relevant responsibilities.

109. Lastly, the organization of a World Conference on Culture and Development in 1998, the year following the close of the Decade, would provide a general target for the Decade and an opportunity to draw lessons from the experience acquired and the work performed, based chiefly on the Report of the World Commission on Culture and Development, and to formulate practical and concrete recommendations for the future. Machinery could then be set up for co-ordination and the exchange of experience and information to ensure ongoing Decade actions continue and the resolutions passed at the Conference are given effect. This would be both the culmination of the Decade and the start-line for a vast movement in favour of a development model better tailored to the needs of mankind.

110. UNESCO invites the United Nations and the Member States to work to make this Conference a world event on a par with the hopes that brought the Decade programme to birth in the world and with the trust that the international community has placed in the co-ordinating institutions to help it respond to the challenges of the twenty-first century.

PROPOSALS

111. The implementation of the following proposals by the Decade's various actors should enable its Plan of Action to be reoriented and reinvigorated during the years to come:

1. The Member States should become more involved and the Decade committees should open up to wider representation of sectors of activity associated with development. The Committees should set themselves precise objectives.

2. The commitment of the United Nations agencies should be firmer and more concrete. In particular they should be associated with the large-scale interdisciplinary projects.

3. The transition from Decade to post-Decade should be marked by a World Conference on Culture and Development the details of which have yet to be decided. This Conference will put forward 'post-Decade' recommendations.

The following principles are proposed for Decade activities:

4. Effort will be concentrated on large-scale interdisciplinary and intercultural projects of regional and interregional scope which will give more visibility to the overall Plan of Action.

5. The formation of the most varied partnerships - public, private, associations and various sectors of activity - will be encouraged with a view to promoting interdisciplinarity and to limit dispersal of resources and effort.

6. Priority in the selection of activities will go to the first objective and the themes chosen in the framework of that objective in order to restore the balance of the Decade programme. Priority will be given to innovative projects likely to have a concrete impact on development and, if possible, those linked to current problems.

7. Actions likely to facilitate understanding of relations between culture and development and the practical approach of the first objective will be encouraged.

8. The dissemination of information on Decade activities will be promoted by setting up a network of the actors in the Decade. Particular efforts will be made to awaken awareness at policy and decision-making levels.

CONCLUSION

112. The difficulty of making the significance and objectives of the World Decade for Cultural Development understood and the resultant lack of success in stirring people to action were major obstacles to the satisfactory implementation of the Decade.

113. An additional factor has been the smallness of the extra-budgetary contributions towards the financing of Decade activities which often meant, if it did not altogether prevent their going ahead, too little scope was given to excellent projects.

114. It will therefore be agreed that an extra two years would have been very useful, before launching the Decade, to cultivate minds and make quite clear to the international community the objectives that UNESCO and the United Nations were proposing to them.

115. But, with the unfolding of the Decade, valuable ideas could be seen to be strengthening the initial arrangements and giving them new life. The last two years of this first part of the Decade are particularly illustrative of this quickening of pace in the implementation of the Decade. Events during that period include the formation of the World Commission on Culture and Development, the World Day for Cultural Development, the writing of the 'Compendium of methodological experience of taking cultural factors into account in development', the launching of several major regional projects and the development or launching of intercultural projects and of many grass-roots community projects.

116. The conditions for a new phase and new vigour for the Decade are met. Only the will of the actors involved, translated into practical action will enable the progress made by 1997 in achieving the objectives set in 1986 to be measured.